Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Message Text

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PAGE 01 KUALA 02800 180711Z

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ACTION EA-09

INFO OCT-01 EB-07 ISO-00 USIA-15 /032 W
---------- 060830
R 170750Z MAY 76
FM AMEMBASSY KUALA LUMPUR
TO SECSTATE WASHDC 3374
INFO USDOC WASHDC
AMEMBASSY SINGAPORE

UNCLAS KUALA LUMPUR 2800

STATE FOR EA/EP

USDOC FOR BIC/OIM (MOORE)

SINGAPORE FOR RTC

E.O. 11652: N/A
TAGS: BEXP, MY
SUBJECT: FY '78 COMMERCIAL ACTION PLAN FOR MALAYSIA

1. BASED ON GROWING EFFECTIVENESS OF INTERACTION BETWEEN EMBASSY AND REGIONAL TRADE CENTER IN SINGAPORE AND INCREASING IMPORTANCE OF MALAYSIAN MARKET FOR U.S. EXPORTERS, EMBASSY BELIEVES THAT AMOUNT OF TIME DEVOTED TO TRADE PROMOTIONAL ACTIVITIES SHOULD BE SUBSTANTIALLY INCREASED IN COMMERCIAL ACTION PLAN (CAP) FOR FY '78. WE THEREFORE PLAN ON DEVOTING 25 PERCENT OF OUR TIME TO THESE ACTIVITIES. WITHIN THIS LIMIT, WE RECOMMEND THAT THE FOLLOWING TRADE EVENTS BE STAGED IN MALAYSIA:

(A) HOLD ONE OFF-SITE, PREFERABLY ON LABORATORY INSTRUMENTATION IN KUALA LUMPUR, A CAREFUL REVIEW OF MALAYSIAN IMPORT DATA, IN WHICH WEIGHTS WERE GIVEN FOR VARIOUS FACTORS (SIZE OF MARKET, U.S. SHARE, CHANGE IN MARKET 1974-75. CHANGE IN U.S. SHARE 1974-75) CONTINUES TO INDICATE THAT THIS THEME OFFERS U.S. PRODUCERS BEST CHANCE FOR HIGH VOLUME OF SALES IN MALAYSIA.

(B) SPONSER TWO TRADE MISSIONS OR, LESS DESIRABLY, TWO CATALOGUE SHOWS, FROM AMONG THE FOLLOWING

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PAGE 02 KUALA 02800 180711Z

THEMES: BUILDING AND CONSTRUCTION EQUIPMENT;

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

PROCESS CONTROL EQUIPMENT; COMPUTERS; AND
METALWORKING EQUIPMENT.
THE REMAINDER OF OUR TIME IN THIS CATEGORY WILL BE SPENT
IN CONTINUING AND DEEPENING OUR SUPPORT FOR EVENTS STAGED
BY THE RTC IN ITS EFFORTS TO PROMOTE THE
SALES OF U.S. EQUIPMENT ON A REGIONAL BASIS.

2. REPORTING DIRECTLY RELATED TO TRADE PROMOTION.
(20 PERCENT OF OUR TIME).
(A) EMBASSY WILL CONTINUE ITS PROGRAM TO PROVIDE
IN-DEPTH REPORTING OF PROJECTS GENERATED UNDER
MALAYSIA'S THIRD FIVE YEAR DEVELOPMENT PLAN
(1976-1980) AS WELL AS THOSE ARISING INDEPENDENTLY
OF THE PLANNING PROCESS. OUR OBJECTIVE IS TO
CONTINUE TO OBTAIN AN EARLY READING ON PROJECT AT
IMPORTANT FIRST STAGE AND TO REPORT THIS
IMMEDIATELY FOR DISSEMENATION TO U.S. FIRMS.
(B) EMBASSY WILL CONTINUE PROVIDING IN-DEPTH REPORTS
ON VARIOUS INDUSTRIES. THESE REPORTS WILL BE PREPARED
SO AS TO BE OF DIRECT ASSISTANCE TO U.S. BUSINESSMEN
INTERESTED IN SALES TO THESE AREAS. WE PLAN ON
DOING B-4 OF THESE DURING THE FISCAL YEAR.
(C) SCHEDULED AND ALERT CERP REPORTING, INCLUDING
THE TRADE OUTLOOK ARTICLE AND THE BEST PROSPECTS
REPORT WILL BE UNDERTAKEN AS REQUIRED.
(D) WE WILL SEARCH OUT AND REPORT TRADE OPPORTUNITIES
TO THE MAXIMUM EXTENT POSSIBLE.

3. MARKET RESEARCH (5 PERCENT OF OUR TIME). WE BELIEVE
THAT OUR SMALL STAFF, IF GIVEN FUNDS (U.S. $700) TO PURCHASE
NECESSARY DATA FROM GOM DEPARTMENT OF STATISTICS, CAN
PRODUCE 2 FULL MARKET RESEARCH STUDIES DURING THE TARGET
YEAR. ANY ADDITIONAL STUDIES WILL NEED TO BE CONTRACTED
OUT AT U.S. $1000 PER STUDY. EMBASSY ALSO CAN HANDLE,
ON ITS OWN, UP TO 4 PTR'S-ADDITIONAL PTR'S WOULD NEED
TO BE CONTRACTED OUT AT U.S. $500 PER STUDY.

4. BUSINESS SERVICES (30 PERCENT OF OUR TIME).
BECAUSE OF THE GROWTH IN MALAYSIA'S IMPORTS FROM THE U.S.
AND GOM ACTIONS WHICH BEAR ON U.S. INVESTMENT IN MALAYSIA, A LARGE
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AMOUNT OF OUT TIME IS TAKEN UP WITH PROVIDING A BROAD RANGE OF
ADVICE AND ASSISTANCE TO AMERICAN AND MALAYSIAN BUSINESSMEN.
WE BELIEVE THAT THIS TIME, WHETHER SPENT IN HELPING A
VISITING SALES REPRESENTATIVE OF A U.S. COMPANY IN
OBTAINING APPOINTMENTS WITH PRIME CONTACTS OR IN ASSISTING
AN EXISTING OR POTENTIAL AMERICAN INVESTOR WITH PROBLEMS
WITH THE GOM, REPRESENTS PERHAPS THE MOST VALUABLE
WORK WE DO IN MALAYSIA. AS A CONSEQUENCE, WE WILL

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Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

CONTINUE TO GIVE SUCH ASSISTANCE OUR TOP PRIORITY.

5. STANDARD COMMERCIAL PROGRAMS (15 PERCENT OF OUR TIME)
(A) WTDR'S WILL CONTINUE TO BE PREPARED IN A TIMELY AND ANALYTICAL MANNER.
(B) EXIM BANK AND OPIC RESPONSIBILITIES WILL BE DISCHARGED PROMPTLY AND EFFECTIVELY. WE WILL CONTINUE TO URGE GREATER USE OF EXIM BANK FUNDS IN ORDER TO INCREASE EXPORTS.
(C) WE WILL CONTINUE TO IMPROVE THE QUALITY OF OUR COMMERCIAL LIBRARY IN ORDER TO MAKE IT A MORE EFFECTIVE TOOL IN TRADE PROMOTION.
(D) OUR COMMERCIAL NEWSLETTER, WHICH HAS PROVEN TO BE VERY VALUABLE TOOL IN EXPORT EXPANSION WILL CONTINUE TO BE PUBLISHED FOUR TIMES A YEAR.
(E) PREPARATION OF ADS AND FTI WILL REMAIN KEY SERVICE TO AMERICAN COMPANIES.
(F) WE WILL ATTEMPT GREATER UTILIZATION AND GENERAL AWARENESS OF FOREIGN BUYER PROGRAM.

6. OTHER ACTIVITIES NOT SPECIFIED ABOVE WILL TAKE ABOUT 5 PERCENT OF OUR TIME.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 MAY 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976KUALA02800
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760191-0933
From: KUALA LUMPUR
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760547/aaaabnvj.tel
Line Count: 138
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: CollinP0
Review Comment: n/a
Review Content Flags:
Review Date: 21 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21 JUN 2004 by mendozsm>; APPROVED <28 JAN 2005 by CollinP0>
Review Markings:

Margaret P. Grafeld
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US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY '78 COMMERCIAL ACTION PLAN FOR MALAYSIA
TAGS: BEXP, MY
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

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